MEDIA STUDIES DEPARTMENT
Advertising Concentration
2004-2005 Catalog

BS Requirements (6-8 hours)

(Grade/Department/Course Number)

_____ _____ _____ ( )

_____ _____ _____ ( )

Chosen from the following:
The Bachelor of Science degree requires six to eight semester hours (in addition to the general education requirements) selected from any of the following: **mathematical science, natural and physical sciences, or social and behavioral sciences, in any combination.**

BA Requirements (12 hours)

(Grade/Department/Course Number)

_____ _____ _____( )

_____ _____ _____( )

_____ _____ _____( )

_____ _____ _____( )

Required Core Courses (15 hours) **Grade/Credit Hours**

MSTD 101	Introduction to Media Studies	_____ **(3)**
MSTD 105	Introduction to Media Writing	_____ **(3)**
MSTD 300	Media History *Prerequisite: MSTD 101*	_____ **(3)**
MSTD 335	Media and Society *Prerequisite: MSTD 101*	_____ **(3)**
MSTD 400	Media Law and Ethics *Prerequisite: MSTD 101*	_____ **(3)**

Required Advertising Concentration Courses (21 hours):

MSTD 173	Introduction to Advertising	_____ **(3)**
MSTD 273	Advertising Analysis *Prerequisite: MSTD 173*	_____ **(3)**
MSTD 328	Print Production *Prerequisite: MSTD 105*	_____ **(3)**
MSTD 373	Advertising Sales and Media Buying *Prerequisite: MSTD 273*	_____ **(3)**
MSTD 473	Advertising Production *Prerequisite: MSTD 273*	_____ **(3)**
MSTD 483	Advertising Practicum (formerly MSTD 450.03) *Prerequisite: MSTD 173, MSTD 273, MSTD 328, MSTD 373, and MSTD 473*	_____ **(3)**

_____

And an additional three credits of:

MSTD 483	Advertising Practicum (formerly MSTD 450.03) *Prerequisite: MSTD 173, MSTD 273, MSTD 328, MSTD 373, and MSTD 473*	_____ ( )

OR

MSTD 499	Media Studies Internship (formerly MSTD 455) *Prerequisite: 80 hours of college credit completed, major GPA of 2.0, and 3 hours of MSTD 483 with a grade of "C" or better.*	_____ ( )

Electives:

Course Number	**Course Name**	**Grade/Credit Hours**

_____	_____	_____	( )
_____	_____	_____	( )
_____	_____	_____	( )
_____	_____	_____	( )
_____	_____	_____	( )
_____	_____	_____	( )
_____	_____	_____	( )
_____	_____	_____	( )
_____	_____	_____	( )
_____	_____	_____	( )

Total Elective Credit Hours (22 to 28 hours): _____

General Education Credit Hours (50 hours): _____

Media Studies Major Credit Hours (36 hours): _____

Degree Credit Hours (B.S.: 6 to 8 hours or B.A.: 12 hours): _____

Total Radford University Credit Hours (120 hours): _____

Media Studies GPA (2.0 minimum): _____

Radford University GPA (2.0 minimum) : _____